

TOURISM AND EVENT MANAGEMENT

Maximum: 75 Marks

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT one of the 5 A's of Tourism? a) Attraction b) Accessibility c) Accommodation d) Accounting	K1	CO1
	2	Name the person who travels for business purposes is called: a) Explorer b) Business Tourist c) Drifter d) Adventure Tourist	K2	CO1
2	3	Identify the Tourism motivated by health and wellness a) Cultural Tourism b) Health Tourism c) Adventure Tourism d) VFR Tourism	K1	CO2
	4	Which of the following is an alternative form of tourism? a) Eco Tourism b) Religious Tourism c) Sports Tourism d) MICE Tourism	K2	CO2
3	5	What is the main function of a travel agency a) Manufacturing goods b) Issuing tickets and providing travel information c) Producing events d) Developing hotels	K1	CO3
	6	Which is the apex national tourism organization in India? a) WTO b) IATA c) ITDC d) UNESCO	K2	CO3
4	7	Which of the following is NOT a type of event? a) Mega Event b) Major Event c) Micro Event d) Wedding	K1	CO4
	8	Identify the code of ethics in which event management mainly deals with: a) Budget control b) Professional conduct and responsibilities c) Travel planning d) Food preparation	K2	CO4
5	9	Which of the following is included in event logistics? a) Guest accommodation b) Transportation and facilities c) Tourist guide training d) Packaging tours	K1	CO5
	10	Which of the following comes under crowd management plan a) Emergency procedures b) Travel documents c) Hotel contracts d) Event sponsorship	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the positive and negative impacts of tourism.	K6	CO1
		(OR)		
	11.b.	Outline the typology of tourists with examples.		
2	12.a.	Summarize different forms of leisure and holiday tourism.	K5	CO2
		(OR)		
	12.b.	Explain eco-tourism and its importance.		
3	13.a.	Explain the types and functions of a travel agency.	K4	CO3
		(OR)		
	13.b.	Figure out the role of international tourism organizations.		
4	14.a.	Classify the types of events with suitable examples.	K4	CO4
		(OR)		
	14.b.	Explain the objectives and functions of event management.		
5	15.a.	Explain the steps involved in designing an event concept.	K5	CO5
		(OR)		
	15.b.	Recommend methods to manage crowds in events?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the meaning, definition, and components of tourism.	K4	CO1
2	17	Summarize on different types of special interest tourism.	K5	CO2
3	18	Explain package tours – types, components, and their significance in tourism.	K4	CO3
4	19	Construct the event team structure and the code of ethics in event management.	K6	CO4
5	20	Elaborate on event feasibility, planning, and the role of technology in the event industry.	K3	CO5

Z-Z-Z

END